

*File copy
12/14/53*

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april																																																																																																																																																																																									
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, DECEMBER 11, 1953</u>			
Thursday Dec. 10 11:00 A.M.	PRESS PREVIEW OF CRUISE FASHIONS Ohrbach's will present a press showing of separates, swimsuits, and dresses in their Cruise Shop. (<u>Note Change of Date</u>). By invitation only. Publicity: Mark Klauser, SP. 7-9000.	OHRBACH'S	3RD FLOOR CRUISE SHOP
Friday Dec. 11 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats during Friday cocktail hour. Dec. 11: Herma G. Dec. 18: Paulyne Hats. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
<u>WEEK BEGINNING MONDAY, DECEMBER 14, 1953</u>			
Monday Dec. 14 6:00 P.M.- 7:00 P.M. Cocktails	CHRISTMAS GIFTS FOR LAST-MINUTE SHOPPING Showing of Christmas gifts "for him, for her, for the pet" by Hammacher Schlemmer at cocktails. Press invited. Public by reservation. Publicity: Sally Chackow at Hammacher Schlemmer, EL. 5-4700. Contact: Claire Muller at Hotel Madison, EL. 5-5000.	HAMMACHER SCHLEMMER (145 E. 57TH STREET)	HOTEL MADISON CAFE MADISON
Monday Dec. 14 6:30 P.M.- 8:30 P.M.	TENTH & FINAL SESSION: FASHION TRAINING COURSE Job Discussion. Speakers: Grace Bamonte, B. Altman & Co.; Mary E. Campbell, Conde Nast Publications; James B. Lucy, Personnel Consultant. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 WEST 57TH STREET
Beginning Monday Dec. 14	OPENING OF SPRING SWEATER COLLECTION Hadley Cashmeres will present their Spring collection of designer sweaters. By appointment. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	HADLEY CASHMERES	580 FIFTH AVENUE (47TH ST.) - 6TH FL.
Tuesday Dec. 15 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: NEW "LADY MANHATTAN" SHIRT FOR WOMEN The Manhattan Shirt Co. will introduce their new man-tailored shirt for women, the "Lady Manhattan", at a cocktail party for press and buyers. By invitation only. Publicity: Miss Wauhilla LaHay, Kenyon & Eckhardt Inc., 247 Park Avenue, MU. 8-5700.	THE MANHATTAN SHIRT CO.	SHERRY NETHERLAND CRYSTAL PAVILLION RM.
Wednesday Dec. 16 12:30 P.M. Luncheon	FASHIONS FOR RESORT AT LUNCHEON SHOWING Cabana's Resort fashions, available at Bonwit Teller, will be shown during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Cabana contact: CH. 4-4575. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	CABANA BEACHWEAR CO. (1410 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Dec. 16 4:30 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING OF POTTERY DESIGNS Showing of table settings by Red Wing Potteries, previewing their January Pittsburgh display. By invitation only. Publicity: Lillian Weiss, at Jamian Adv., 30 Vesey St., WO. 2-6020.	RED WING POTTERIES	HOTEL DORSET CHIPPENDALE SUITE
Thursday Dec. 17 12:15 P.M. Luncheon	ANNUAL BENEFIT LUNCHEON The Society of New York Dress Designers will hold their annual luncheon for benefit of Children of the Henry Street Settlement. Price: \$5.00 per person. Contact: LA. 4-7950.	THE SOCIETY OF N.Y. DRESS DESIGNERS, INC.	HOTEL ASTOR
Friday Dec. 18 12:00 Noon Luncheon	PRESS PREVIEW: SPRING COSTUME JEWELRY The Sperry Manufacturing Corp. will invite the press to a preview of Spring 1954 designs in costume jewelry. By invitation only. Publicity: Carol Nalen at Sperry, BR. 9-7178.	SPERRY MFG. CORP. (366 FIFTH AVENUE)	HOTEL VANDERBILT ROOM 111
Dec. 21	FIRST DAY OF WINTER (Monday).		
Monday Dec. 21 4:00 P.M.	CHRISTMAS PARTY FOR THE PRESS Swedish Modern will hold its traditional Smorgasbord Christmas party for the press. By invitation. Contact: Bill Unger, MU. 8-9360.	SWEDISH MODERN, INC.	675 FIFTH AVENUE
Monday Dec. 21 9:00 P.M.	DEBUTANTE COTILLION AND CHRISTMAS BALL The Debutante Cotillion and Christmas Ball, for the benefit of the New York Infirmary and sponsored by Parfums Evyan, with Supper at Midnight. By invitation only. Tickets: \$17.00 each. Contact: Lois Best, MU.6-6333.	NEW YORK INFIRMARY	WALDORF-ASTORIA BALLROOM
Dec. 25	CHRISTMAS DAY (Friday).		
Tuesday Dec. 29 12:30 P.M.	SHOWING OF SPRING FASHIONS FOR JUNIORS Saks 34th will present Spring fashions for juniors, sizes 7 to 15. Press invited. Open to public. Publicity: Frances Eisner, LA.4-7000,Ext. 445.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Tuesday Dec. 29 2:30 P.M.- 5:00 P.M.	PREVIEW: LA TAUSCA SPRING JEWELRY La Tausca Spring collection of costume jewelry will be presented to the press at an eggnog party. By invitation only. Publicity: Lillian Libman at Constance Hope, 200 W. 57th St., PL. 7-0515.	HELLER DELTAH CO., INC. (L. HELLER & SON, INC.)	411 FIFTH AVENUE SHOWROOM-7TH FLOOR
Tuesday Dec. 29 8:00 P.M.	POST-DEBUTANTE "TIARA BALL" The Post-Debutante "Tiara Ball", for the benefit of the Spence-Chapin Adoption Service, with cocktails from 8:00 P.M.-9:00 P.M. in the Terrace Room, and dinner at 9:00 P.M. in the Ballroom. Sponsored by Grand Mariner Liquers. Tickets: \$30.00 per couple. Contact: Mrs. Teresa Koppie, MU. 3-8213.	SPENCE-CHAPIN ADOPTION SERVICE	HOTEL PLAZA BALLROOM
Jan. 1	NEW YEAR'S DAY (Friday). 15 each - 30 couple -		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 3- Jan. 21	INTERNATIONAL CONGRESS IN ART HISTORY AND MUSEOLOGY AT METROPOLITAN MUSEUM OF ART. Contact: Floyd Rodgers at the Museum, TR. 9-5500.		
Monday Jan. 4 4:00 P.M.	SPRING MILLINERY FORUM & MEETING Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. Director: Virginia Pope. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	SAVOY PLAZA HOTEL ROSE ROOM
Beginning Monday Jan. 4	OPENING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1954 handbag collections on first "permanent" opening date basis. Spring handbag openings will henceforth always begin the first Monday after New Year's Day. Showings of their complete collections will be held in individual members' showrooms. Publicity: Ruth Lundgren, 244 Madison Ave., MU. 6-0686.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION Spring collection of Coro jewelry and new Corocraft "fashion masterpieces." By appointment only. Publ.: Ann R. Silver, 551 Fifth Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM-3RD FLOOR
Beginning Monday Jan. 4	SCARFS AND STOLEES FOR SPRING Opening of Spring collection of scarfs, stoles, wraps, novelties, beach accessories and imports by Glensder Textile Corp. By appointment only. Publicity: Ann R. Silver, 551 Fifth Ave., MU. 7-8654.	GLENTEX	417 FIFTH AVENUE SHOWROOM-9TH FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION Showing of Trifari, Krussman & Fishel Spring collection of jewelry. By appointment only. Publ.: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING BOUTIQUE COLLECTION Carol Stanley will present their Spring boutique collection of scarves and handkerchiefs at continuous daily showings. Publicity: Jo Kellerman at Carol Stanley, OR. 9-2330.	CAROL STANLEY, INC.	10 EAST 38TH STREET MAIN FLOOR
Tuesday Jan. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Irene of New York will present her Spring millinery to the N.Y. press and buyers. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday Jan. 5 12:30 P.M. Luncheon	PRESS PREVIEW OF BOYS' FASHIONS Cluett, Peabody & Co. will invite the press to a luncheon preview of their first line of boys' wear, introducing their entrance into the boys' wear field. By invitation only. Publicity: Gertrude Dale, at Young & Rubicam, MU. 9-5000, Ext. 425.	CLUETT, PEABODY & CO. (10 EAST 40TH STREET)	HOTEL PLAZA BALLROOM
Tuesday Jan. 5 7:00 P.M. Dinner	SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Commission, LO. 4-7800.	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Jan. 5- Jan. 30	HANDMADE WALLPAPERS ON EXHIBITION Showing of handmade wallpapers by Ilonka Karasz, Ivan Bartlett, Zue Martin, James Seeman, Marion Dorn, with three demonstration lectures: <u>Jan. 13--</u> "The Mechanics and Development of Wallpaper Design", James Seeman; <u>Jan. 20--</u> "Stencilling and Blockprinting Wallpapers", Betty Hebard; <u>Jan. 27--</u> "Silk Screening Wallpapers". Contact: Lorna Howard, PL. 3-9094.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	32 EAST 52ND STREET GALLERY
Wednesday Jan. 6 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY Presentation to N.Y. press and buyers of Laddie Northridge's Spring millinery collection. By invitation. Publ.: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday Jan. 7 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 7 11:30 A.M.	PRESS PREVIEW OF ACCESSORIES Bronzini Ltd. will announce its entry into the women's accessory field with an important collection of scarfs, squares and stoles for Spring and Summer. By invitation only. Publicity: Carson-Ruff Assoc., 366 Madison Ave., MU. 2-2055.	BRONZINI, LTD.	5 EAST 52ND STREET
Thursday Jan. 7 5:30 P.M.	FASHION SHOW WITH "MADEMOISELLE" MAGAZINE Jay Thorpe's Spring fashions, shown in conjunction with "Mademoiselle" Magazine, with fashion editor Edith Raymond as commentator. Open to public. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	2ND FLOOR
Friday Jan. 8 9:30 A.M. Breakfast	PRESS SHOWING OF HATS FOR SPRING Emme will invite the press and buyers to a preview of her Spring millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME (26 E. 56TH ST.)	PLACE TO BE ANNOUNCED
Sunday Jan. 10 10:00 A.M.- 1:00 P.M. Brunch	SPRING SHOWING OF FASHION JEWELRY Trifari, Krussman and Fishel will invite the out-of-town and local press to a gala brunch showing of their new Spring line. By invitation only. Publicity: Dorothy Lansing, 125 East 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday Jan. 10 11:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING PRESS Emme will invite the visiting editors to a buffet breakfast and showing of her Spring millinery. <u>Presentation to the New York press at 9:30 A.M. on Friday, Jan. 8.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	PLACE TO BE ANNOUNCED
Sunday Jan. 10- Jan. 12 12:00 Noon	"FASHION ON THE GO"-- OPEN HOUSE FOR PRESS Showing of 1954 collection of luggage, hatboxes, brief cases, jewel boxes, billfolds and personal leather accessories to visiting and N.Y. press. <u>Jan. 10: 12:00 Noon-9:00 P.M.; Jan. 11: 9:00 A.M.-9:00 P.M.; Jan. 12: 9:00 A.M.-12:00 Noon.</u> By invitation. Contact: Betty Fryman, LE. 2-3961.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA	WALDORF-ASTORIA CARPENTER SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 10 12:15 P.M. Luncheon	RESORT AND SUMMER FASHIONS IN KID Luncheon for visiting press and preview of Resort and Summer kid shoes and accessories. By invitation only. Publicity: Charline Osgood, at Kid Leather Guild, WI. 7-0332.	KID LEATHER GUILD (1270 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Sunday Jan. 10 3:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Showing of Sally Victor's Spring millinery collection to the visiting press. <u>Showing for the local editors on Thursday, Jan. 7 at 10:00 A.M.</u> By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday Jan. 10 4:30 P.M.	SPRING COLLECTION FOR VISITING PRESS Maria Krum will present her complete Resort and Spring collection to the out-of-town press. By invitation. Contact: Helen Gray, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Sunday Jan. 10 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Sunday Jan. 10 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY FOR VISITING & LOCAL PRESS "Celebrity Night"--Harriet Hubbard Ayer will invite out-of-town and N.Y. editors to a cocktail party. By invitation. Publ.: Mary Brown, MU. 8-6000.	HARRIET HUBBARD AYER (390 PARK AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Sunday Jan. 10 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR VISITING PRESS Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery. <u>This show will be presented to the N.Y. fashion editors on Monday, Jan. 11 at 9:30 A.M.</u> (See Below). By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	WALTER FLORELL	HAMPSHIRE HOUSE THE COTTAGE
Beginning Sunday Jan. 10- Jan. 14	SEMI-ANNUAL WOMEN'S SPORTSWEAR SHOW The fourth semi-annual Women's Sportswear Show, sponsored by the Sportswear Salesmen's Ass'n, Inc., with about 300 manufacturers showing lines on four floors at the Hotel New Yorker. Contact: Arthur Tarshis, 12 West 72nd St., TR. 3-7128.	WOMEN'S SPORTSWEAR SHOW	HOTEL NEW YORKER
Monday Jan. 11 9:30 A.M.	PREVIEW OF SPRING HAT COLLECTION Walter Florell will present his Spring millinery collection to the N.Y. fashion press. (<u>Note Change of Date</u>). By invitation only. Publicity: Donna Cannon, MU. 7-5447.	WALTER FLORELL	29 EAST 53RD STREET SALON
Beginning Monday Jan. 11 2:30 P.M.	SHOWING OF SPRING- SUMMER LINGERIE Showing of Schiaparelli's Spring-Summer lingerie collection at 2:30 P.M. Trade and fashion magazines-- <u>Jan. 11</u> ; service magazines-- <u>Jan. 12</u> ; syndicates-- <u>Jan. 13</u> ; local newspapers-- <u>Jan. 14</u> ; overseas press-- <u>Jan. 20</u> ; TV and radio-- <u>Jan. 22</u> . By invitation only. Trade showings at 10:30 A.M. and 2:30 P.M. daily. Out-of-town press invited. Contact: Noriene Barrett, at Schiaparelli, MU. 6-0055.	SCHIAPARELLI LINGERIE	210 MADISON AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 11- Jan. 14	"CHARTING RETAILING'S COURSE FOR '54" NRDGA's 43rd Annual Convention.	NATIONAL RETAIL DRY GOODS ASS'N Contact: Robert J. Mayer, CH. 4-8780.	HOTEL STATLER
Week Of Jan. 11	SHOWING OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their couture footwear collections for Spring and Summer 1954. Members include: Newton Elkin; Jerro Bros.; La Valle, Inc.; John Marino & Son (Schiaparelli); Palter de Liso; M. Wolf & Son; Zuckerman-Fox (Julianelli). Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Tuesday Jan. 12 8:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS The out-of-town press will be invited to a breakfast showing of Irene's millinery collection for Spring, 1954. <u>Show for local press, Wed., Jan. 5, at 9:30 A.M. (See Page 3).</u> By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday Jan. 12 9:30 A.M. Breakfast	MILLINERY PREVIEW FOR PRESS AND BUYERS Beatrice-Martin will present her Spring millinery collection to the N.Y. press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE-MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Jan. 12 11:00 A.M.	BRIDAL FASHIONS BY JOSEPHINE ORO "Wedding Breakfast" for the press--a preview of Josephine Oro's bridal fashions for Spring and Summer. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
Tuesday Jan. 12 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF RAINWEAR BY LORRAINE BUDNY Preview of fashions in rainwear, designed by Lorraine Budny for Harris Raincoat Co. (March & Mendl, Inc.) By invitation only. Publicity: Jonni Walker, RE. 7-5779.	HARRIS RAINCOAT CO. (512 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Tuesday Jan. 12 7:30 P.M. Dinner	FASHION SHOWING OF DAYTIME DRESSES "Daytime Dress in 3D"--presentation of new Spring and Summer brand line daytime dresses. Commemoration of 100th anniversary of women's dress manufacturing in the U.S. Fashion Director: Blanche Wise. Contact: Erwin Feldman, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 13 9:00 A.M. Breakfast	RAINWEAR FASHIONS BY HELEN VAN VLIET Preview of Spring-into-Summer rainwear, designed by Helen van Vliet for Town Creations. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	TOWN CREATIONS (39 WEST 29TH ST.)	PLACE TO BE ANNOUNCED
Wednesday Jan. 13 10:30 A.M. Coffee	PREVIEW OF SPRING MILLINERY William J. will present his Spring millinery to the press. By invitation only. Contact: Kay Kean, CI. 5-8956.	WILLIAM J.	44 WEST 54TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 14 8:00 A.M. Breakfast	SPRING COLLECTION FOR VISITING PRESS Leonard Arkin & Son will show advance Spring collection to the visiting press. By invitation. Publ.: Viola Shefer, 745 Fifth Ave., PL. 3-3173.	LEONARD ARKIN & SON (530 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Thursday Jan. 14 10:30 A.M.	PREVIEW OF SPRING HAT COLLECTION Millinery fashions for Spring will be presented by Mr. John P. John to the N.Y. press and buyers. <u>Showing for visiting editors at 5:30 P.M.</u> By invitation. Contact: Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 14 12:30 P.M. Luncheon	COTTON KNIT AND SWIMWEAR FASHION SHOW Third annual cotton knit and swimwear fashion show, co-sponsored by the Merchandising Division of the National Retail Dry Goods Association and the Knitted Fabrics Institute. Tickets: \$4.50. Contact: Knitted Fabrics Institute, 1450 B'way. Publ.: Martin Stern, 60 E. 42nd St., VA. 6-0543.	KNITTED FABRICS INST. & N.R.D.G.A.	HOTEL STATLER BALLROOM
Thursday Jan. 14 4:00 P.M.- 6:30 P.M. Cocktails	SPRING PREVIEW OF PANTIE GIRDLES Guild Foundations will present the Spring collection, featuring "Phantoms Pantie Girdle Parade." By invitation only. Contact: Guild Foundations, 20 West 33rd Street, LA. 4-5519.	GUILD FOUNDATIONS (20 WEST 33RD STREET)	HAMPSHIRE HOUSE THE COTTAGE
Jan. 14 5:30 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:30 P.M., 53 EAST 57TH STREET. (See Above).		
Thursday Jan. 14 6:00 P.M. Tea	SPRING BAG PREVIEW FOR THE PRESS Spring collection of domestic and imported "Bags by Josef" for local and visiting press. By invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL) IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU-11TH FL.
Friday Jan. 15 8:30 P.M.	OPERA PARTY FOR VISITING PRESS The Jewelry Industry Council will be host to the visiting editors at J.M. Mankiewicz's new production of Puccini's "La Boheme." By invitation only. Publicity: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Monday Jan. 18 11:00 A.M.	PRESS PREVIEW: SPRING SHOE COLLECTION Saks Fifth Avenue will present their Spring and Summer shoe collection to the press. By invitation only. Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Wednesday Jan. 20 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Altman's will present Spring fashions by Mollie Parnis during luncheon. Press by invitation. Public by reservation; contact: "Beverly," TE. 8-8000. Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 20 5:30 P.M.	PREVIEW: FALL FABRICS AND COLORS IN WOOL New Fall fabrics and colors, designed by S. Stroock, will be presented to the press. By invitation only. Publicity: Bette Crumpacker, Daniel J. Edelman & Assoc., 104 E. 40th St., MU. 5-7319.	S. STROOCK & CO., INC.	TAVERN-ON-THE-GREEN 67TH ST. & CENT. PK.W.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday	"MOTORAMA OF 1954"-- ANNUAL SHOW	GENERAL MOTORS CORP.	WALDORF-ASTORIA BALLROOM
Jan. 21- Jan. 26	Introduction of 1954 General Motors cars, with a fashion show. (More details later). G.M. Publicity: Robert Johnson, PL. 7-4000.		
Jan. 24- Jan. 29	THE MIAMI FASHION COUNCIL'S SPRING-SUMMER MARKET WEEK AT MIAMI BEACH. Contact: Jay E. Kashuk, Exec. Dir., Chamber of Commerce Bldg., Miami, Fla.		
Beginning Monday	SPRING OPENINGS OF LONDON COUTURE	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON W-1, ENGLAND
Jan. 25- Jan. 27	Showings by Hardy Amies, John Cavanagh, Charles Creed, Norman Hartnell, Mattli, Digby Morton, Peter Russell, Michael Sherard, Victor Stiebel, Worth. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England.		
Beginning Tuesday	OPENING OF COUTURE COLLECTIONS IN FLORENCE	ENTE ITALIANO DELLA MODA	PITTI PALACE FLORENCE, ITALY
Jan. 26	Showings by Antonelli, Carosa, Guidi, Marucelli, Canna, Veneziani. Contact: G. B. Giorgini, 1, Piazza S. Trinita, Florence, Italy.		
Wednesday Jan. 27 12:30 P.M. Luncheon	"ROUND THE WORLD FASHIONS" AT LUNCHEON B.O.A.C. (British Overseas Airways Corp.) will present "Round The World Fashions", available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. B.O.A.C. Publicity: Ouida Wagner, 342 Madison Ave., MU. 7-8900, Ext. 160.	BRITISH OVERSEAS AIRWAYS CORP.	HOTEL PIERRE COTILLION ROOM
Beginning Monday Feb. 1	SCHEDULE OF PARIS COUTURE OPENINGS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	<u>Feb. 1:</u> Jean Patou, morning; Heim, afternoon; Desses, evening. <u>Feb. 2:</u> Griffe, late afternoon; Ricci, evening. <u>Feb. 3:</u> Dior, morning for press, 5:30 P.M. for buyers; Fath, 2:30 P.M. for press, evening for buyers; Balenciaga, late afternoon for press; Hubert de Givenchy, evening for press. <u>Feb. 4:</u> De Givenchy, morning for buyers; Balenciaga, for retailers; Gres, 5:30 P.M.; Maggy Rouff, evening. <u>Feb. 5:</u> Balenciaga, for manufacturers. Still Unscheduled: Balmain, Lanvin, DeRauch, Paquin, Schiaparelli, others. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.		
Tuesday Feb. 2 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Tenth Annual "March of Dimes" Fashion Show presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Price: \$35.00; \$50.00; \$75.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
***** * LAST MINUTE ANNOUNCEMENT--OUT-OF-DATE ORDER * *****			
Thursday Dec. 17 9:30 A.M. Breakfast	PRESS SHOWING OF RESORT FASHIONS Best & Co. will invite the press to a preview of Resort fashions. By invitation only. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM

MOVIES...MUSIC...THEATRE...OPERA

Week FIFTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
 Of Mon., Dec. 14: Verdi's LA FORZA DEL DESTINO. Wed., Dec. 16: Mozart's LE
 Dec. 14 NOZZE DI FIGARO. Thurs., Dec. 17: Gounod's FAUST. Fri., Dec. 18: Bizet's
 CARMEN. Sat., Mat., Dec. 19: Puccini's LA BOHEME. Sat., Eve., Dec. 19:
 Mozart's DON GIOVANNI. Publicity: Margaret Carson, PE. 6-1200.

Wednesday OPENING: "THE PRESCOTT PROPOSALS" BROADHURST THEATRE, 233 WEST 44TH ST.
 Dec. 16 Leland Hayward will present Katherine Cornell in a political comedy by
 Howard Lindsay and Russel Crouse, Costumes: Mainbocher. Director: Howard
 Lindsay. Publicity: Leo Freedman, CH. 4-7250.

Wednesday PREMIERE: "BENEATH THE 12-MILE REEF" (Movie) ROXY THEATRE, 7TH AVE. & 50TH
 Dec. 16 Twentieth-Century Fox formal world premiere of the CinemaScope Technicolor
 8:30 P.M. production filmed under water. Starring Robert Wagner, Terry Moore, Gilbert
 Roland. Producer: Robert Bassler. Director: Robert D. Webb. Costumes:
 Dorothy Jeakins. Publicity: Ed Feldman, CO. 5-3320.

Thursday OPENING: "OH, MEN! OH, WOMEN!" HENRY MILLER THEATRE, 124 W. 43RD ST.
 Dec. 17 Cheryl Crawford, in association with Anderson Lawler, presents Edward
 Chodorov's modern comedy about psychiatry, starring Franchot Tone and Betsy
 von Furstenberg. Director: Edward Chodorov. Sets: William and Jean Eckart.
 Costumes: Paul du Pont. Publicity: Ben Washer, JU. 2-3466.

Beginning OPENING: "CHARLEY'S AUNT" CITY CENTER, 131 WEST 55TH STREET
 Wednesday The fourth in the N.Y. City Center's drama series, starring Jose Ferrer in
 Dec. 23- Brandon Thomas' comedy and Peggy Wood, Rex O'Malley, Sarah Marshall.
 Jan. 3 Director: Jose Ferrer. Sets: Raoul Pene du Bois. Prices: \$1.20-\$3.60.
 Publicity: Reginald Denenholz at Jean Dalrymple's office, MU. 8-3847.

Wednesday PREMIERE: "MISS SADIE THOMPSON" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
 Dec. 23 Columbia Pictures' release of the Beckworth Corporation-Jerry Wald produc-
 Midnight tion of the 3-D Technicolor screen version of Somerset Maugham's story of
 the lusty, life-loving gal of the Pacific; co-starring Rita Hayworth and
 Jose Ferrer (who will be host at the Midnight movie premiere). Director:
 Curtis Bernhardt. Costumes: Jean Louis. Columbia Publicity: Hortense
 Schorr, CI. 5-5000.

Friday PREMIERE: "THE BIGAMIST" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET
 Dec. 25 A Filmmaker's production about a man leading a double life, starring Joan
 Christmas Fontaine, Edmond O'Brien, Ida Lupino with Edmund Gwenn. Producer: Collier
 Night Young. Director: Ida Lupino. Publicity: Ed Collin & Associates, CO. 5-3871.

Tuesday OPENING: "IN THE SUMMER HOUSE" PLAYHOUSE THEATRE, 137 W. 48TH STREET
 Dec. 29 Playwrights' Company and Oliver Smith present the Jane Bowles play starring
 Judith Anderson. Director: John Stix. Sets: Oliver Smith. Costumes:
 Noel Taylor. Publicity: Richard Maney, CI. 7-4646.

Wednesday OPENING: "THE REMARKABLE MR. PENNYPACKER" CORONET THEA., 230 W. 49TH ST.
 Dec. 30 Producers' Theatre, Inc. will present Burgess Meredith and Martha Scott
 in Liam O'Brien's comedy of the unusual tribulations of a progressive
 Victorian father, with Thomas Chalmers, Una Merkel. Director: Alan
 Schneider. Sets and costumes: Ben Edwards. Publicity: Barry Hyams,
 CO. 5-4784.